

ABSTRACT OF THE DISCLOSURE:

An data insertion device inserts pattern data including information related to digital watermarking into digital image data such as MPEG2 data. First, the MPEG2 data are read picture by picture, and a type of each picture is determined. Then, an insertion intensity of the pattern data is adjusted based on the type of the picture. Finally, the pattern data, which are used for digital watermarking, are inserted into the picture with the adjusted insertion intensity.

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